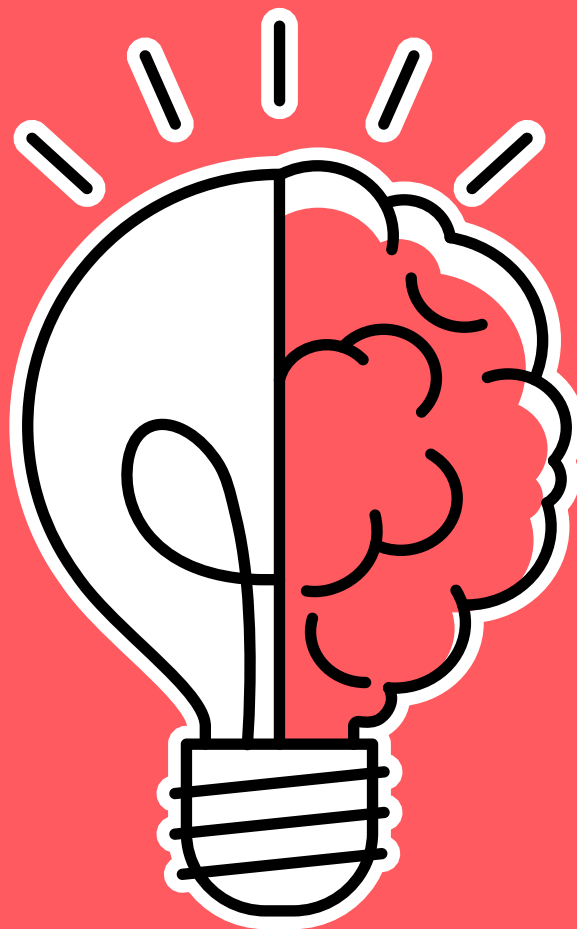


SUE | Behavioural  
Design Academy

# The Human Edge in AI Adoption

*Course Syllabus*





A self-paced online course for  
leaders who need AI to actually  
stick in their organisation.

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12 video lessons • 4 modules • Practical Toolkit  
AI Prompt Guides • Certificate

[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com)

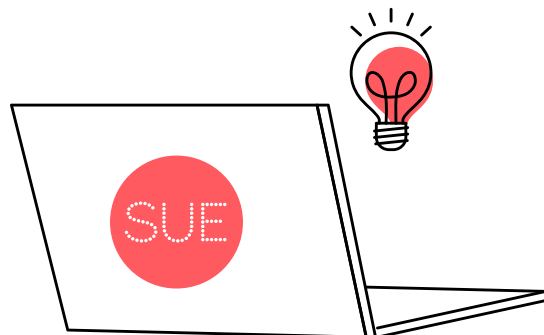
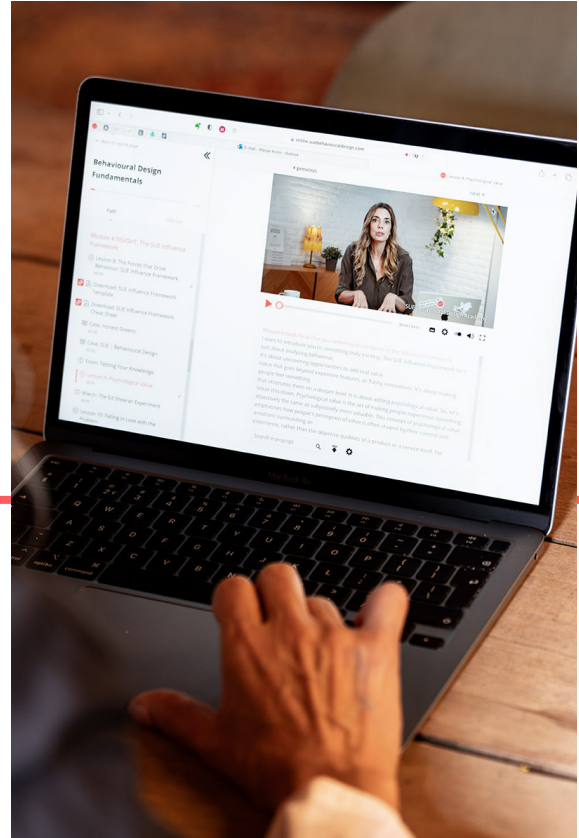
## THE CHALLENGE

# Why this course exists

92% of AI adoption fails. Not because the tools don't work. Because they fight human psychology. The training was clear. The licences are bought. Six months later, half your team still opens the old spreadsheet.

Your people nod in the roll-out meeting. They agree AI is the future. Then they walk back to their desk and do what they've always done. Not because they're stubborn. Because change of this size triggers present bias, ambiguity aversion, and a quiet identity threat most of them can't name.

*Everything in here comes from the behavioural science frameworks we use at SUE with clients across 45+ countries, applied specifically to AI adoption.*



WHO IS THIS FOR

# Designed for experienced professionals

**This course is for you if:**

You're an innovation or transformation lead watching adoption sit at 15% three months after launch.

You manage change for a living, and your AI rollout feels like every other rollout that faded.

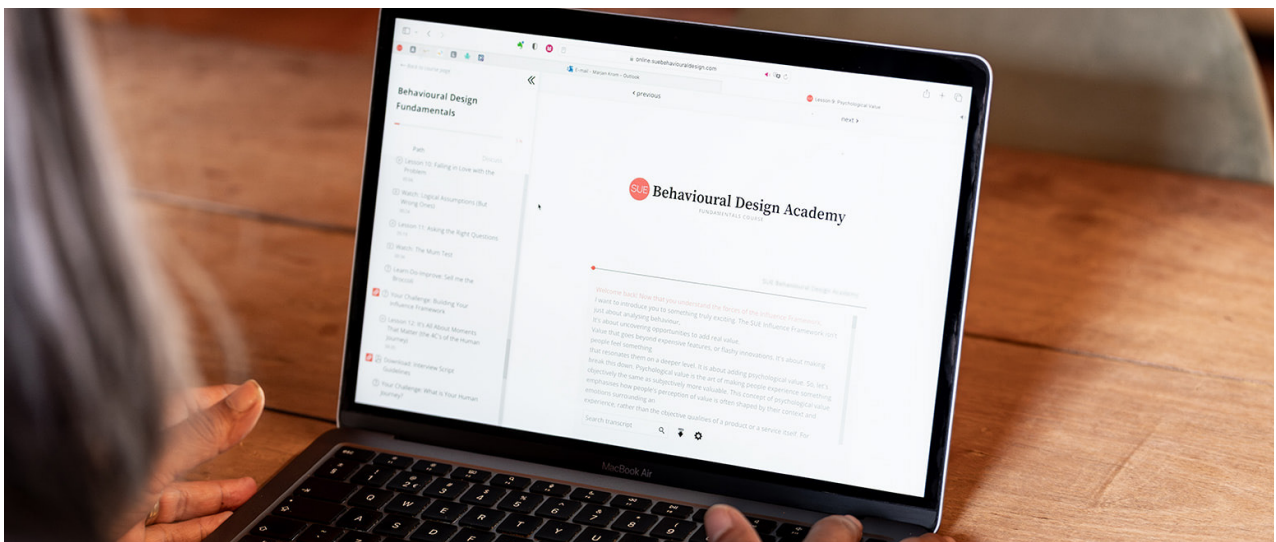
You've bought the licences. You've done the training. Now you need the behaviour.

You're an AI champion inside your team and you can't figure out why colleagues won't try the thing.

You lead HR or people ops, and you need AI to land without another round of compliance theatre.



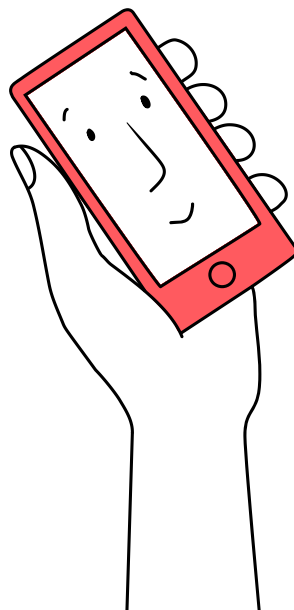
**No prior knowledge needed.**



## WHAT YOU WILL GAIN

# By the end of the course, you'll

- 1 Understand why smart people resist useful tools and know what to do about it.
- 2 Build the three capabilities that make human-AI teams actually work: briefing, reviewing, and knowledge anchoring.
- 3 Get better answers by asking better questions.
- 4 Spot when AI output is good enough, and when it isn't.
- 5 Get smarter with every AI interaction instead of starting from scratch each time.
- 6 Lead adoption so new behaviour spreads through your team without being pushed.



## CURRICULUM

# How the course is built

Four modules. Twelve video lessons. They build on each other. By the end, you've moved from diagnosing why adoption stalls to designing and leading one yourself.

### Module 1: 3 lessons

## Why AI adoption fails

#### Lesson 1:

Why smart people still don't use new tools.  
The knowing-doing gap.  
Manager support makes people 9x more likely to find AI helpful.

#### Lesson 2:

Seeing through the eyes of someone who doesn't want to change.  
Present bias, ambiguity aversion, identity threat.

#### Lesson 3:

When humans and AI truly make each other stronger. MIT meta-analysis.  
The three capabilities: Briefing, Reviewing, Knowledge Anchoring.



By the end of this module, you can diagnose why a specific AI rollout is stalling and pinpoint what's really holding people back.

### Module 2: 3 lessons

## What people are really protecting

#### Lesson 4:

Discovering what people are actually trying to protect. Jobs-to-be-Done for AI adoption.  
The McDonald's milkshake case and the MD Anderson \$62M failure.

#### Lesson 5:

Making the forces behind resistance visible.  
The SUE Influence Framework. Loss aversion.  
The BCG/Harvard 758-consultant study.

#### Lesson 6:

From assumptions to sharp behavioural diagnoses.  
Construal level theory.  
Adding context and precision.



After these three lessons, you can name the exact forces holding adoption back instead of guessing.

**Module 3:**  
**4 lessons**

**Building the three capabilities**

**Lesson 7:**

The art of asking sharp questions to AI.  
Self-efficacy. Mastery experiences.  
Design your personal entry point.

**Lesson 9:**

Reviewing — when an AI answer is good  
enough and when it isn't. Three levels  
of review. The Air Canada chatbot case.

**Lesson 8:**

Briefing — how to get better answers from AI.  
Curse of knowledge. A five-element  
brief structure.

**Lesson 10:**

Anchoring knowledge — how to get smarter  
from every AI interaction. Deliberate practice.  
The compound advantage.



At this point, you have the three capabilities your team needs  
to work with AI in a way that compounds over time.

**Module 4:**  
**2 lessons**

**Leading adoption**

**Lesson 11:**

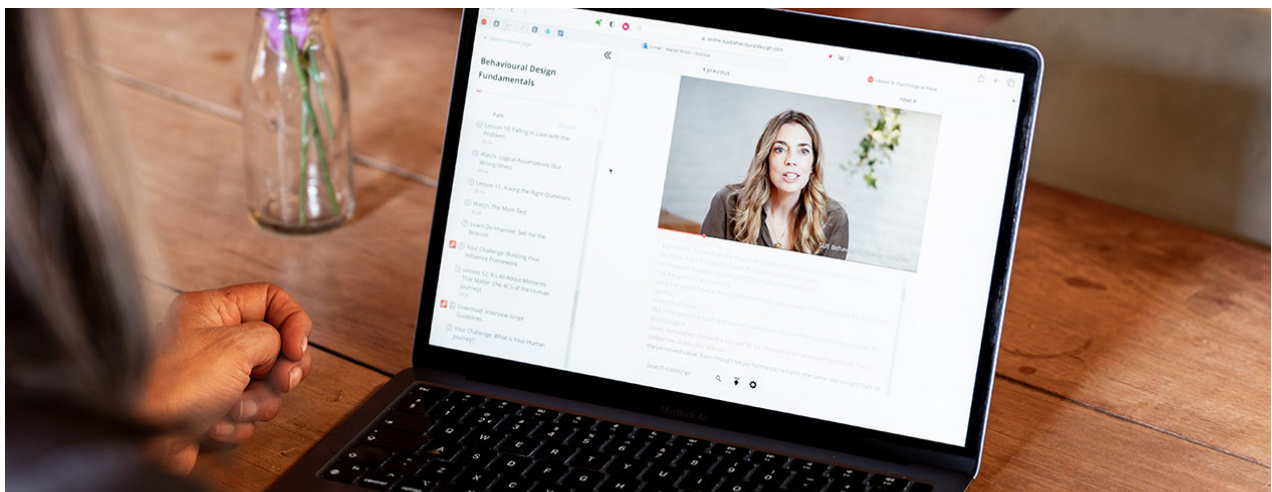
How new behaviour spreads through teams.  
Manager embedding mechanisms.  
Psychological safety. The GitHub Copilot case.

**Lesson 12:**

The partner you always wanted.  
AI as thinking partner, not tool.  
The compound effect over time.



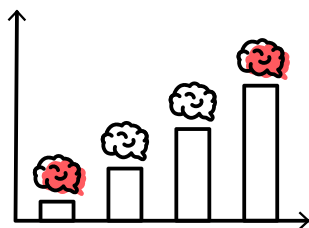
You finish the course with a clear behavioural plan for  
AI adoption in your own team or organisation.



## WHAT'S INCLUDED

# Everything you get when you enrol

<b>12 video lessons</b>	Across 4 modules, designed for busy professionals
<b>Learn-Do-Improve exercises</b>	Applied to your own real-world challenge
<b>Downloadable tools</b>	Cheat cards, templates, exclusive card deck
<b>10+ AI Prompt Guides</b>	So you apply every concept with AI the same week
<b>EQAC-accredited certificate</b>	Shareable on LinkedIn after completion
<b>SUE professional community</b>	Connect with peers across industries
<b>Personal 1-on-1 feedback</b>	On your assignments
<b>SUE Guru GPT</b>	Lifetime access to your AI behavioural design mentor



## YOUR INSTRUCTOR

# Astrid Groenewegen

Co-founder, SUE Amsterdam  
Author, The Art of Designing Behaviour



Astrid isn't a lab researcher. She's spent 15 years working with teams that actually have to change. Everything in this course, she's used with clients first.

**10,000+ trained** • **#1 bestselling author** • **45+ countries**



## PRACTICAL DETAILS

FORMAT	SELF-PACED ONLINE COURSE
START	Anytime. Immediate access after enrolment.
ACCESS	Lifetime, 24/7. Learn at your own pace.
DURATION	12 lessons, approximately 5 hours of video
LANGUAGE	English. Subtitles: EN, NL, SV, DE, FI, Feedback: EN, NL
CERTIFICATE	EQAC accredited. Shareable on LinkedIn.
PRICE	€690 one-time payment (excl. VAT)
SUPPORT	Personal feedback + SUE Guru GPT + email

## WHY SUE

# What makes this course different

Most AI adoption programmes walk you through change management in the classical sense, stakeholder plans, comms rollouts, training matrices. Useful. But none of it explains why your team nods in the meeting and then never opens the tool. That's what this course is about.

- Built on 15 years of behavioural design work with clients, not a textbook.
- The SUE | Influence Framework applied specifically to AI resistance, our proprietary diagnostic.
- Every module comes with ready-made AI Prompt Guides, so you apply what you learn the same week you learn it.
- Personal feedback on your own adoption challenge.
- Rated 9.7/10 on Springest and 4.8/5 on Google.

## Organisations we've trained include:





# Ready?

More information and sign-up at  
[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com)

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€690 • lifetime access • start today

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Questions?  
[academy@sueamsterdam.com](mailto:academy@sueamsterdam.com)



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